



# THE ULTIMATE GUIDE TO CREATING HIGH-CONVERTING LEAD MAGNETS

# *Lead* **MAGNET**

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**PART ONE: Different types of lead magnets**

**PART TWO: Step-by-step guide to create an Ebook**

**PART THREE: How to effectively promote your lead magnet**

**PART FOUR: Creating an email sequence**

**PART ONE**  
**TYPES OF**  
**LEAD MAGNETS**

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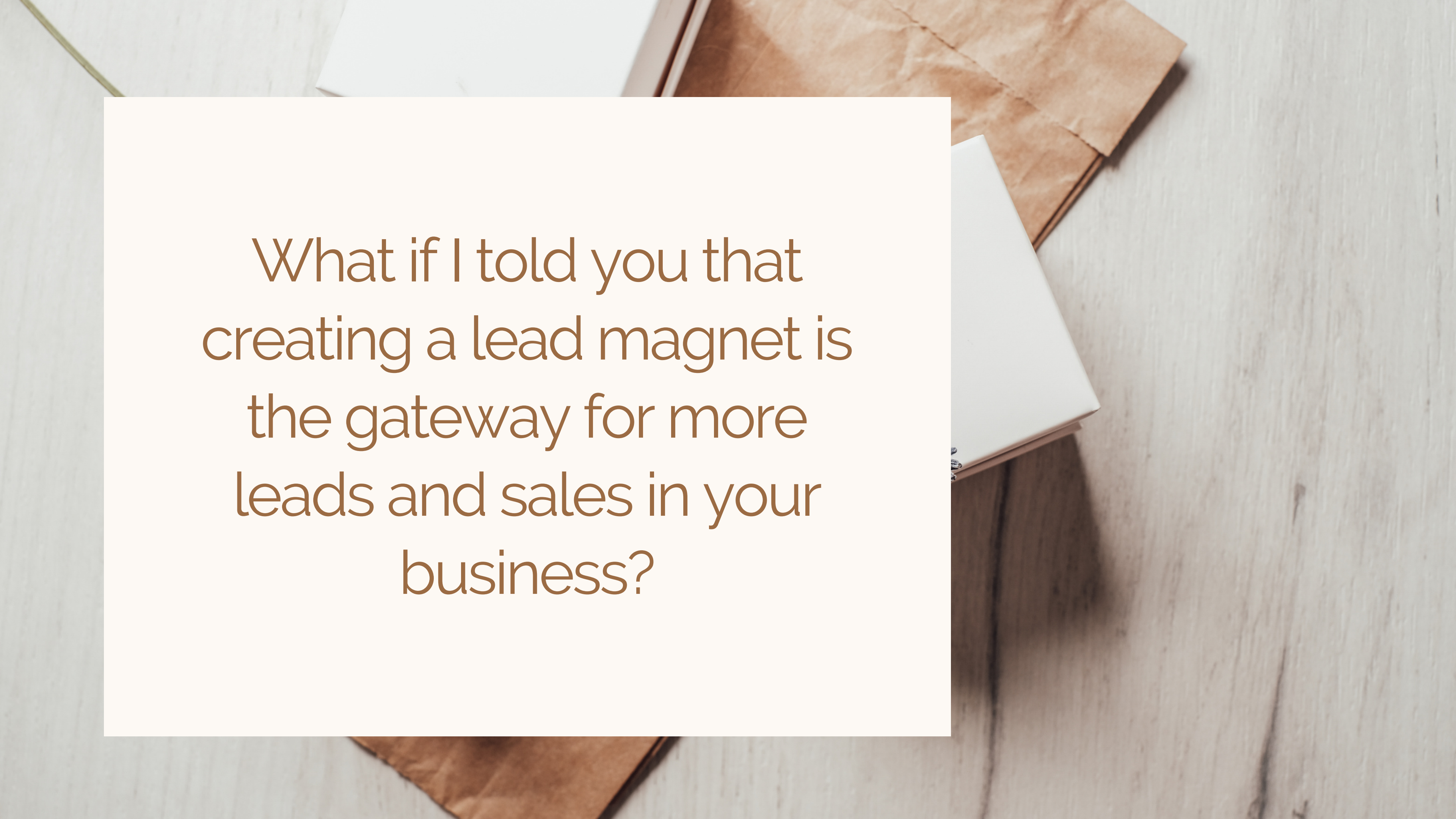
*with Lisa Macale*

LEAD  
MAGNET

# WHAT IS A LEAD MAGNET?

"An irresistible offer that provides value to potential customers in exchange for their contact information, usually their email address"



The background of the image shows a light-colored wooden surface, likely a desk. In the upper right corner, there is a brown paper bag and a white envelope. The text is centered on a white rectangular area that overlaps the desk surface.

What if I told you that  
creating a lead magnet is  
the gateway for more  
leads and sales in your  
business?

# Why having a lead magnet is important for small business owners:

01

## Attract potential customers:

By offering something of value in exchange for their contact information, you can build a list of qualified leads who are more likely to become customers.

03

## Establish authority:

By providing valuable information or solving a problem for your potential customers, you can position yourself as a trusted expert in your field.

02

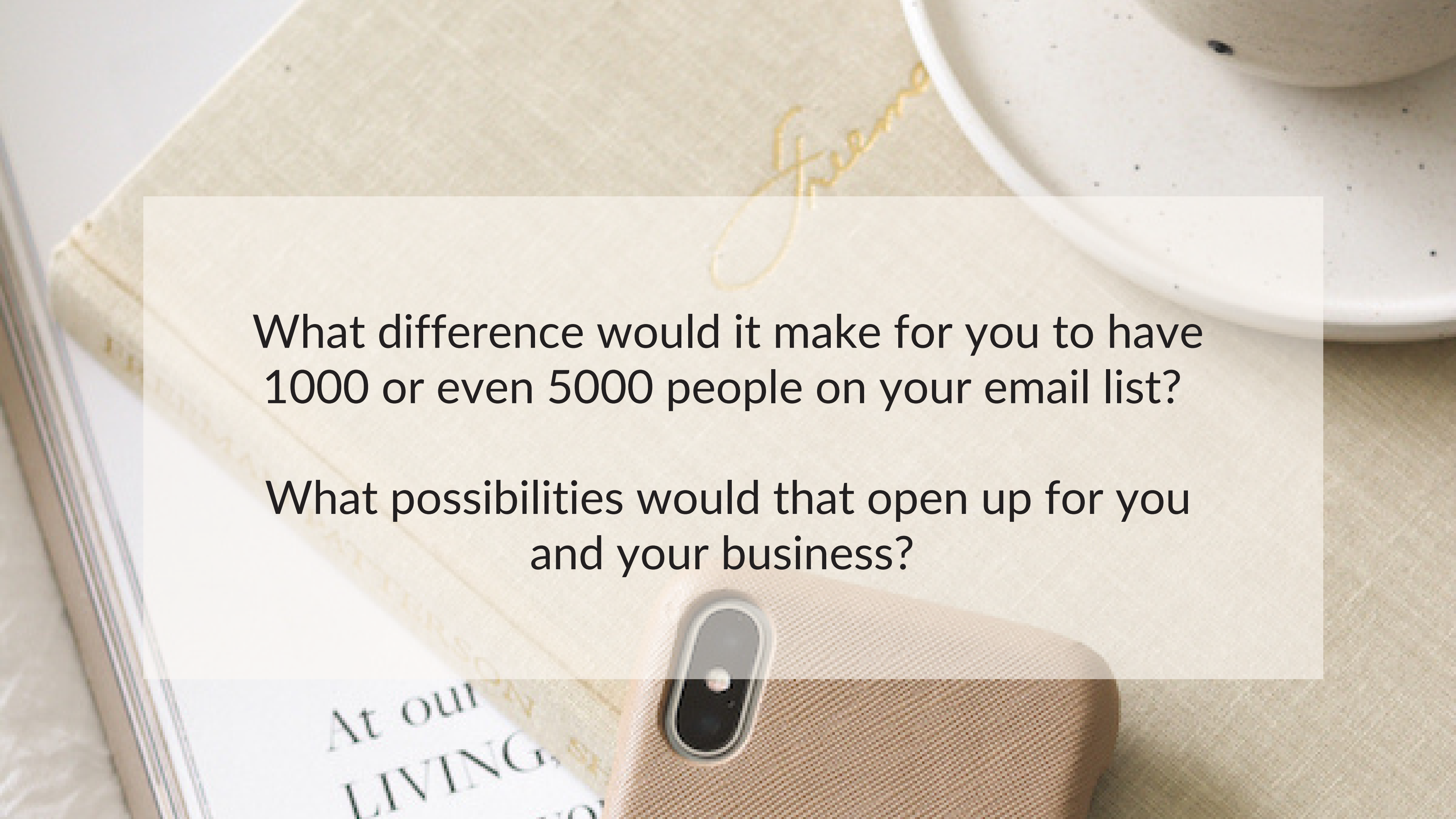
## Build your email list:

By building an email list through your lead magnet, you can stay in touch with potential customers, nurture relationships, and promote your products or services.

04

## Increase conversions:

Once you have a list of qualified leads, you can use email marketing to nurture those relationships and promote your products or services. This can lead to increased conversions and sales for your business. More people through your sales funnel!



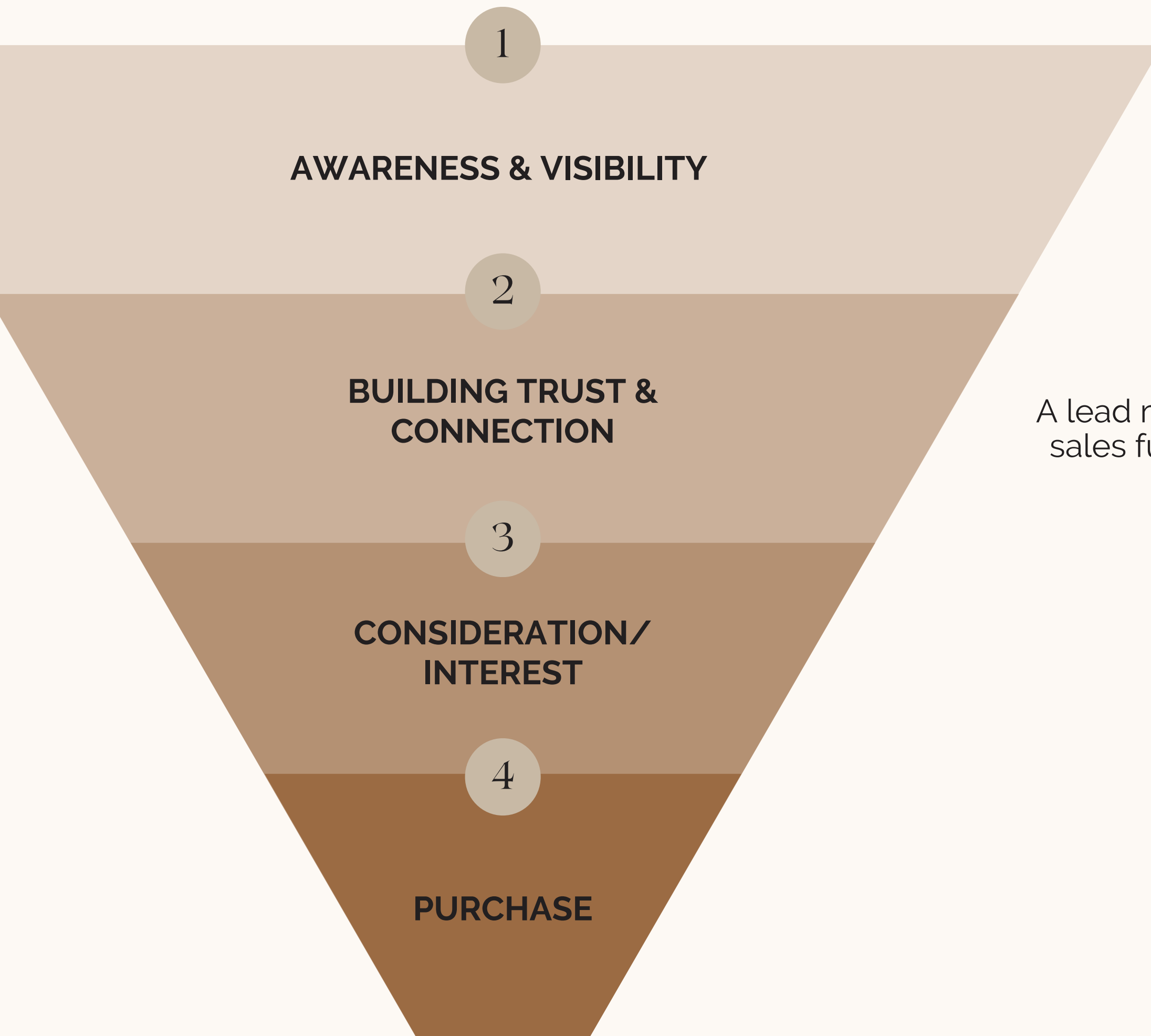
What difference would it make for you to have  
1000 or even 5000 people on your email list?

What possibilities would that open up for you  
and your business?

# SET A GOAL

How many new email subscribers will  
you aim for over the next month?

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# SALES FUNNEL

A lead magnet is targeting people that are at the top of the sales funnel. Ideally they are aware they have a problem and they are looking for a solution.

# Lead Magnets - service based businesses

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- 1 Downloadable ebooks
- 2 Challenges
- 3 Guides
- 4 Checklists
- 5 Templates/Spreadsheets
- 6 Videos
- 7 Live Webinar
- 8 Quiz
- 9 Cheat sheets/Swipe Files
- 10 Audio recording
- 11 Mini Course

THE ULTIMATE  
COLLABORATION  
CHALLENGE FOR  
SMALL BUSINESSES

# Lead

OUR GO-TO TECH  
FOR YOUR TOOLKIT

GOLDEN BRANDS



The Entrepreneur Empowerment Quiz:  
What's stopping your business growth?



Take this 60 second quiz to find out and discover the #1 Success Strategy  
your small business needs to scale and grow.

TAKE QUIZ

# Magnets



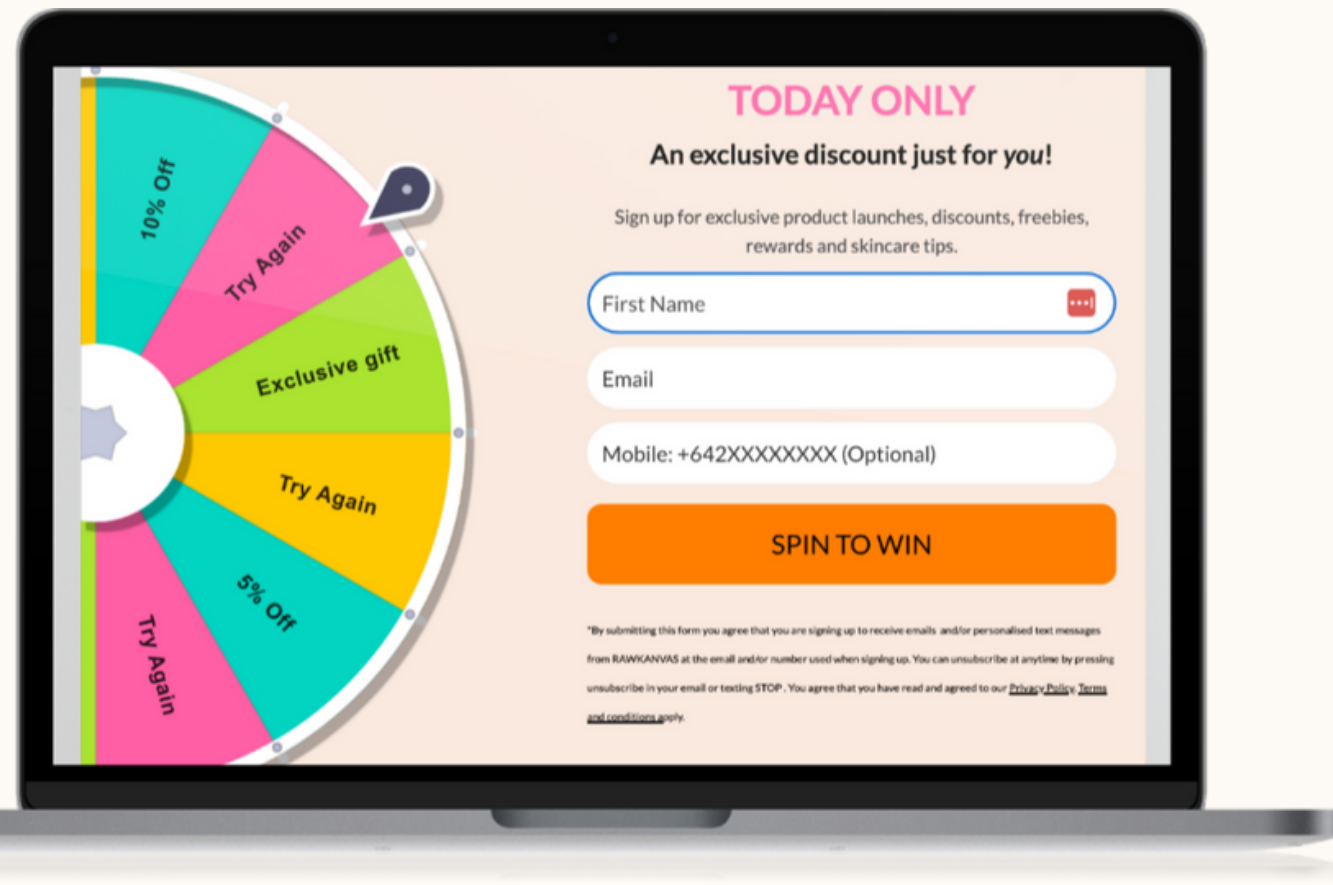
# Lead magnets - product- based businesses

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- 1 **Product guide or catalog:** that highlights product features, benefits, and uses.
- 2 **Free sample or trial:** of your product to potential customers in exchange for their contact information. This can give them a chance to experience your product and increase the likelihood of a purchase.
- 3 **Discount or coupon:** to potential customers who sign up for your email list. This can incentivize them to make a purchase.
- 4 **How-to guide:** that shows potential customers how to use your product to solve a problem or achieve a goal.
- 5 **Gift guide:** that highlights your products as gift ideas for different occasions or recipients. This can help potential customers find the perfect gift and increase sales during the holiday season or other gift-giving occasions.
- 6 **Quiz or assessment:** that helps potential customers determine which of your products is best for their needs or preferences. This can be a fun and engaging way to introduce your products and build relationships with potential customers.

# Lead Magnet Examples

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**"Small Business Digital Health Check" - Xero**

**"Beginner's Guide to Investing" - Sharesies**

**"Free Trial of My Food Bag" - My Food Bag**

**"Skin Care Quiz" - Sephora**

**"Spin the Wheel for Discounts" - Rawkanvas**

**"Wedding Trend Report" - Wedding Academy**

# Your lead magnet should be:

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- ✓ A quick win for your audience
- ✓ Valuable!
- ✓ Digestible
- ✓ Specific - it solves a problem or helps in a specific way
- ✓ Relevant to your core offering and audience

# Tips for choosing your lead magnet

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01

## **Solve a problem:**

Identify a common problem your target audience faces and create a lead magnet that solves it.

02

## **Address a common misconception:**

Identify a common misconception in your industry and create a lead magnet that addresses it.

03

## **Leverage your expertise:**

Identify a topic that you have expertise in and create a lead magnet that showcases your knowledge.



## Questions to ask yourself when creating a lead magnet for your business:

- What are some FAQs I receive about my product/service?
- What would make my target audience's life easier?
- What can I offer that will help solve the pain points of my ideal customer?
- What can I offer that will lead people to buy my main offering or product?

# PART TWO

## STEP BY STEP GUIDE TO CREATE AN EBOOK

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*with Lisa Macale*

A person is holding a tablet with a photo gallery interface. The screen shows a grid of photos, with one photo selected and a 'Select' button visible. The person's hand is visible on the left side of the frame, and their face is partially visible on the right side, looking at the screen. The background is a plain, light-colored surface.

## WHY AN EBOOK?

Overall, ebooks can be an effective lead magnet for businesses of all sizes and industries. They provide a flexible and valuable resource that can attract potential customers, build trust and authority, and help businesses grow their email list.

# An ebook is a good universal lead magnet for several reasons:

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01.

Perceived Value

02.

Versatility

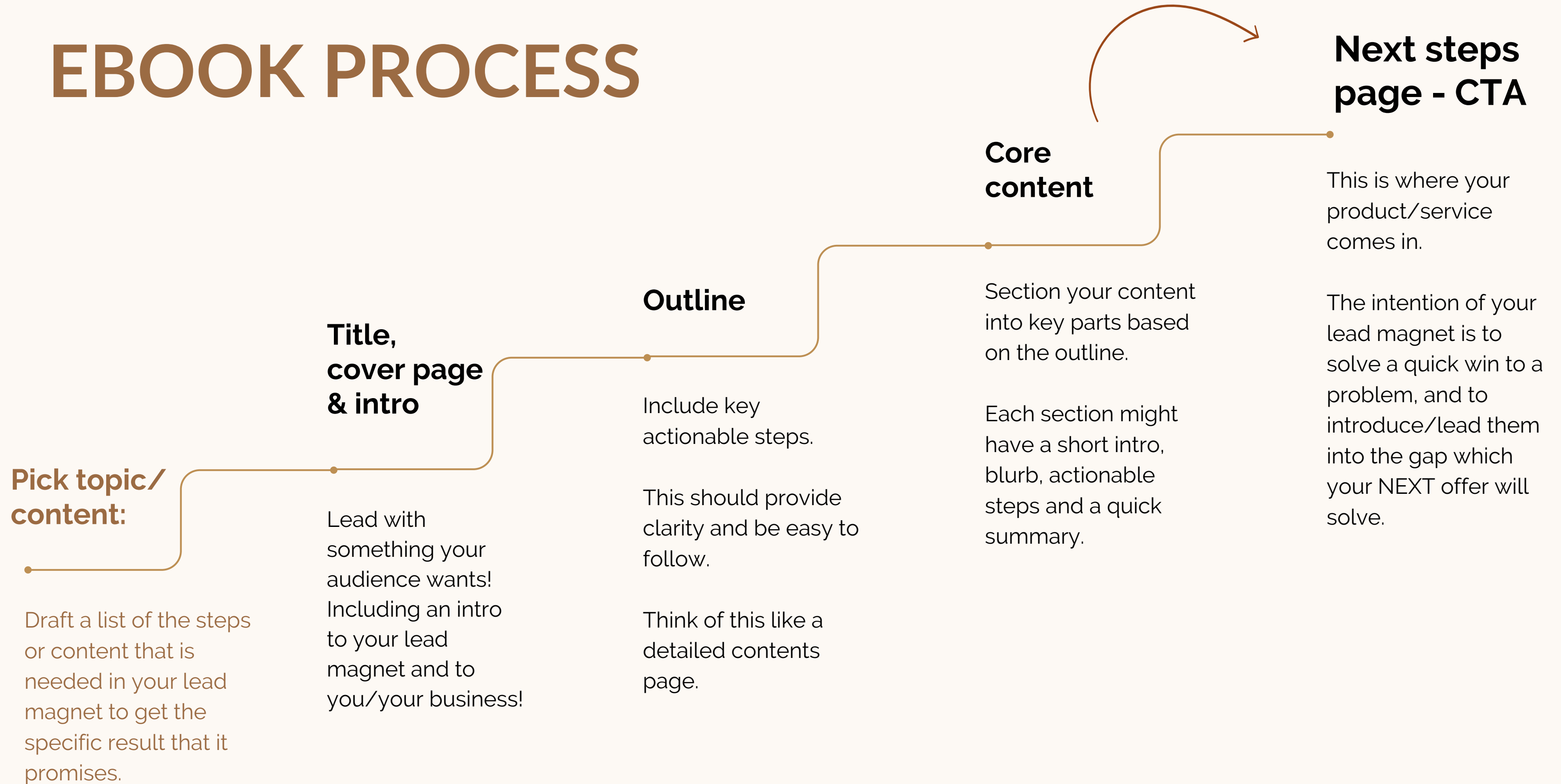
03.

Authority Building

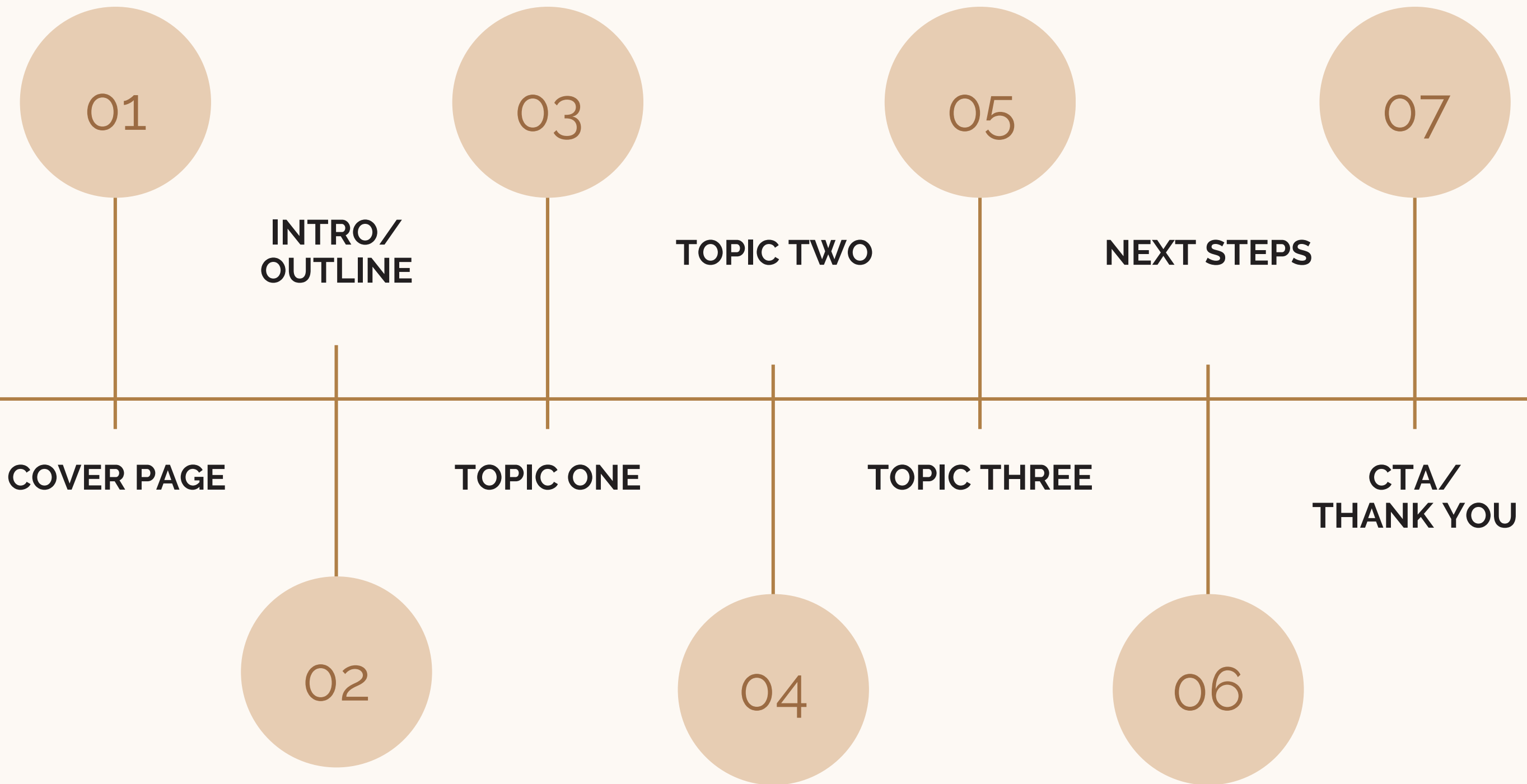
04.

Easy to Distribute

# EBOOK PROCESS



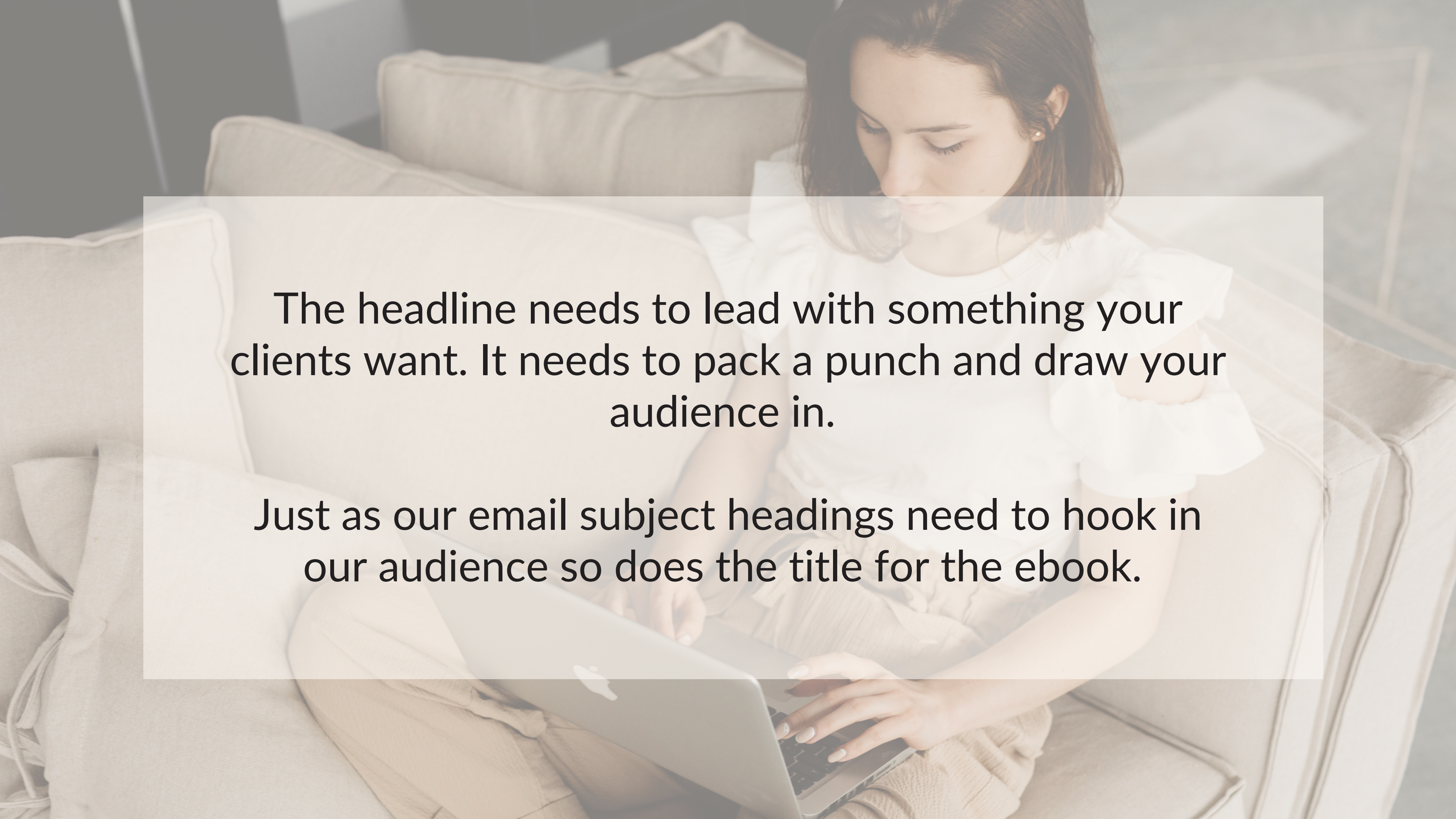
# EBOOK



# TEMPLATE



[CANVA TEMPLATE LINK HERE](#)



The headline needs to lead with something your clients want. It needs to pack a punch and draw your audience in.

Just as our email subject headings need to hook in our audience so does the title for the ebook.

# GETTING YOUR HEADLINE RIGHT



- ⊗ 5 tips to grow your business
- ✓ 5 steps for creating a booked out design business in 90 days!
- ⊗ A guide to work out your skincare routine
- ✓ The ultimate go-to skin-care guide for clear, bright skin

# Examples of Hooks

## formulas to help write your headline:

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[X] Ways to Achieve [Desired Result] within [Timeframe]

- Example: 7 Strategies to Save \$10k in 1 Year

[Desired Outcome]: [X] Effective Tactics for Attaining [Specific Desired Result] (Eliminating [Pain Point])

- Example: Get More Clients: 7 Effective Tactics for Generating Leads (Without Cold Calling)

[Outcome] [Revelations]: [Outcome] [Duration]

- Insider Revelations: Spoke Confidently in Front of 200 People in Just 2 Months

[Big Claim] [Benefit]: [Hook] [X][Key Advantage] [Time Frame] [Addressing Concerns]

- Achieve Your Goals: Use This Simple Mindset Shift to Accomplish Anything in 60 Days - No Need for Extra Time or Money - Tested by Thousands of People

[Subject Matter] Transformed to [Desired Result] [Regardless of] [Pain Point] with [Done-For-You] Solution

- Social Media Marketing Simplified: Get a Strong Online Presence Without Wasting Time on Social Media - With Our Done-For-You Social Media Service

Remember, MORE is not more!

The intention of your lead magnet is to solve a quick win problem, and to introduce /lead them into the gap which your NEXT offer will solve.

Your next step page should clearly lead your subscriber to this next step.

Make it visual!

# REMINDERS

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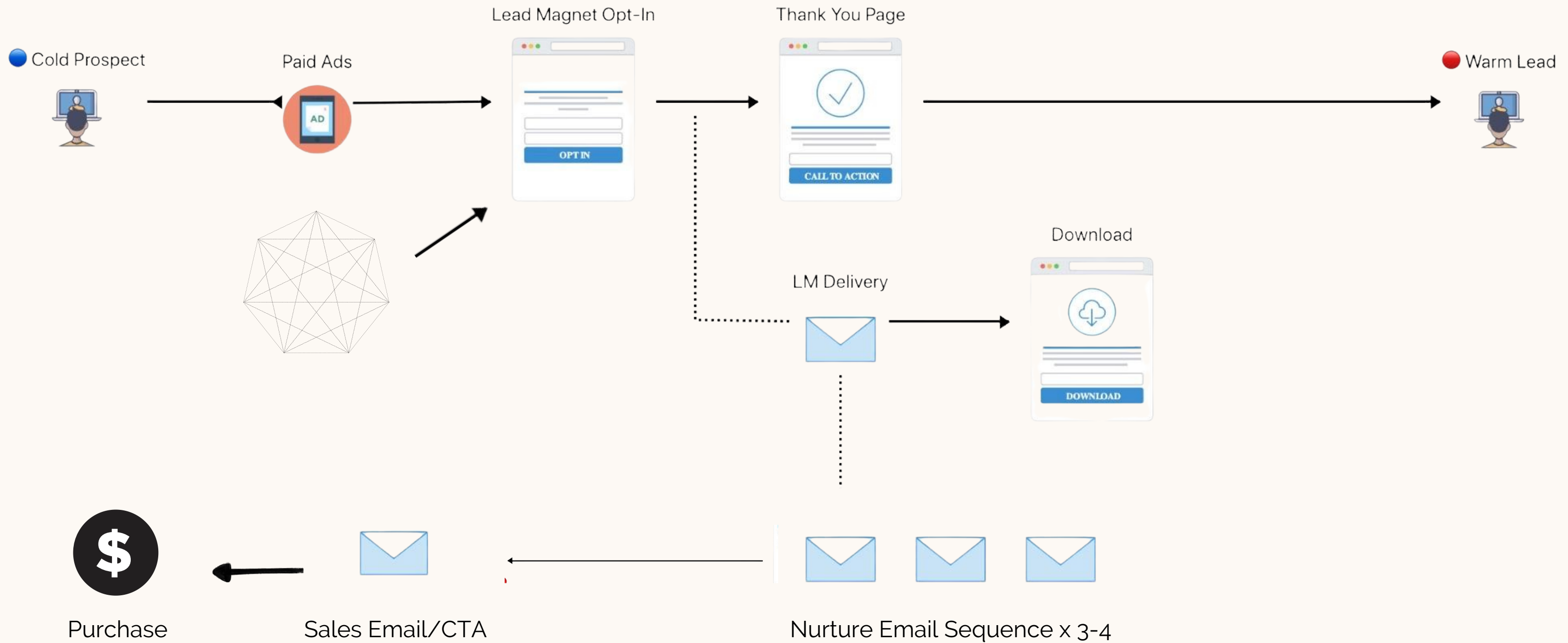
# PART THREE

## PROMOTING YOUR LEAD MAGNET

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*with Lisa Macale*

# Lead Magnet Funnel



# Promote your Lead Magnet

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- ✓ Create a **high converting opt-in page** (bonus if you can create a thank you landing page on your website)
- ✓ Add the link of that landing page to your **Instagram bio**
- ✓ **Link to the sign-up** across other social media platforms
- ✓ If applicable share it in **Facebook Groups** (including Golden Brands!)
- ✓ Create a **pop-up form on your website** OR put a link to the sign-up in the navigation or header of your site
- ✓ **Use it as a call-to-action** in your social media posts

# What to put on your opt in page:

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1. **Attention-grabbing headline:** Use a clear, **benefit-driven headline** that speaks directly to your target audience and highlights the value of your lead magnet.
2. **Compelling subheading:** Provide a **brief** explanation of what your lead magnet is about and what the reader will gain from it.
3. **Brief description (optional):** Provide a concise overview of what your lead magnet covers.
4. **Visuals:** Use high-quality images or graphics that support your lead magnet and visually enhance your opt-in page.
5. **Form fields:** to be kept simple and ask for only the essential information, such as name and email address. The fewer fields you require, the more likely people are to complete the form.
6. **Call-to-action (CTA) button:** that tells readers what they will get by clicking it. Use colours that contrast with your opt-in page to make the button stand out.

# Step-by-step Flodesk Tutorial to create an opt-in page (*see masterclass video*)

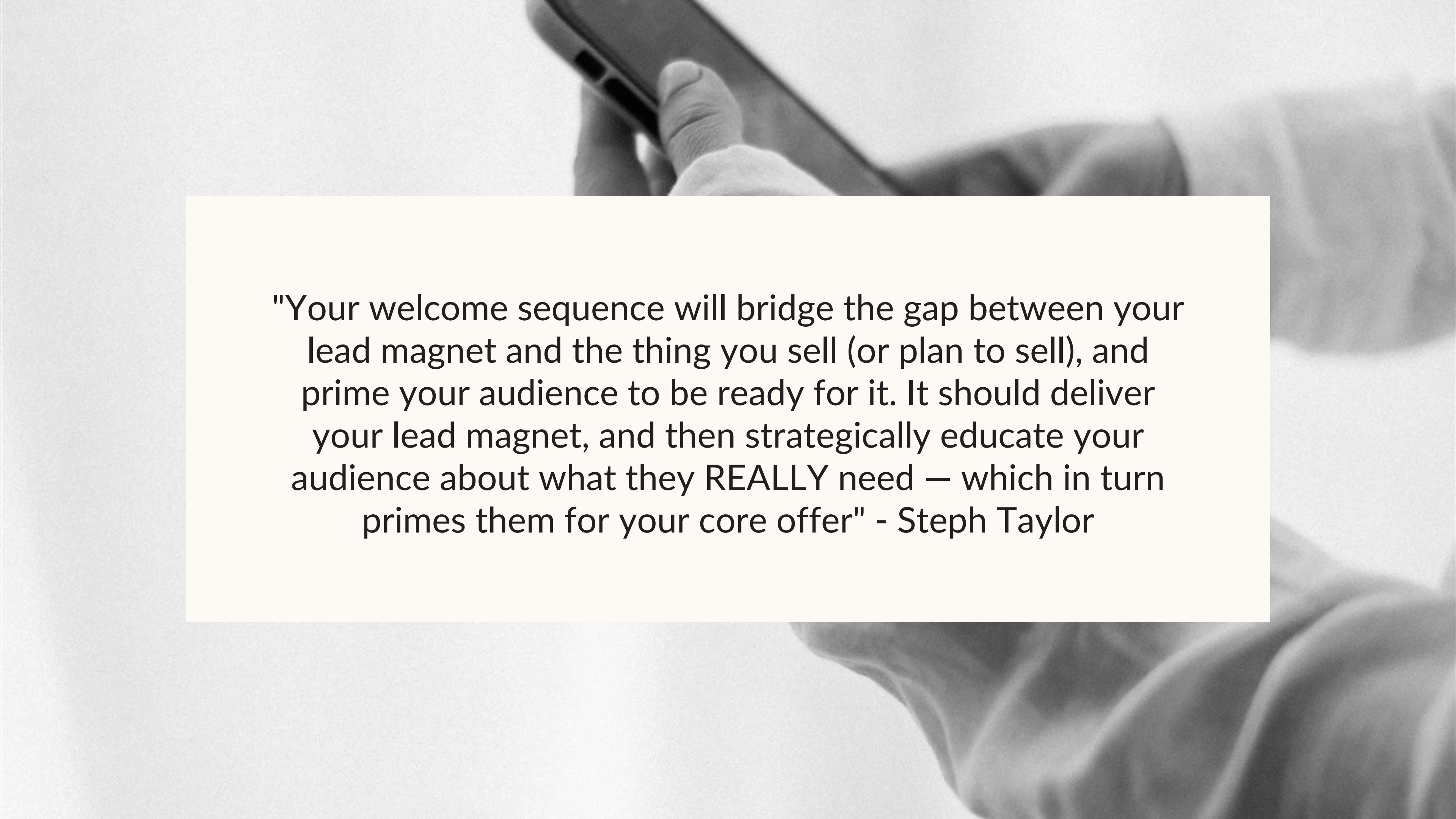


# PART FOUR

## CREATING AN EMAIL SEQUENCE FOR YOUR LEAD MAGNET

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*with Lisa Macale*



"Your welcome sequence will bridge the gap between your lead magnet and the thing you sell (or plan to sell), and prime your audience to be ready for it. It should deliver your lead magnet, and then strategically educate your audience about what they REALLY need — which in turn primes them for your core offer" - Steph Taylor

# EMAIL TEMPLATES TO CREATE YOUR WELCOME SEQUENCE



[GOOGLE DOC  
TEMPLATE LINK HERE](#)

# *Welcome* SEQUENCE

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## Email 01.

Introduction/Value

Welcome them to your list and deliver freebie.

Start by thanking them for signing up and acknowledging the problem or pain point that your product or service can solve. Provide helpful tips or resources related to the topic of your lead magnet and establish yourself as a credible source of information.

# *Welcome* SEQUENCE

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## Email 02.

Education

The second email should focus on educating the reader about the topic of your lead magnet. Provide additional insights and tips that can help them solve their problem or address their pain point. Share your own experiences or stories that can relate to the reader's situation and build empathy. Share a blog post that provides further value.

CTA: Check out further resources

# Welcome SEQUENCE

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## Email 03.

Education

In the third email, you have an opportunity to share your personal or business journey, creating a connection with your audience through relatable storytelling. By sharing your own story, you allow your audience to see themselves in your experience and build a deeper connection between you and them. This connection will help establish trust and make them more receptive to the solutions you offer.

CTA: Make sure you follow me on IG for more tips like this

# Welcome SEQUENCE

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## Email 04.

Benefits (optional)

The fourth should focus on the benefits and results that the reader can achieve by using your product or service. Provide case studies or success stories to showcase the value of your offerings.

This email introduces them to what you have to offer.

CTA:

P.S - Learn more about XYZ

P.S Book a free 15 min chat with me to discuss XYZ

# Welcome SEQUENCE

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## Email 05.

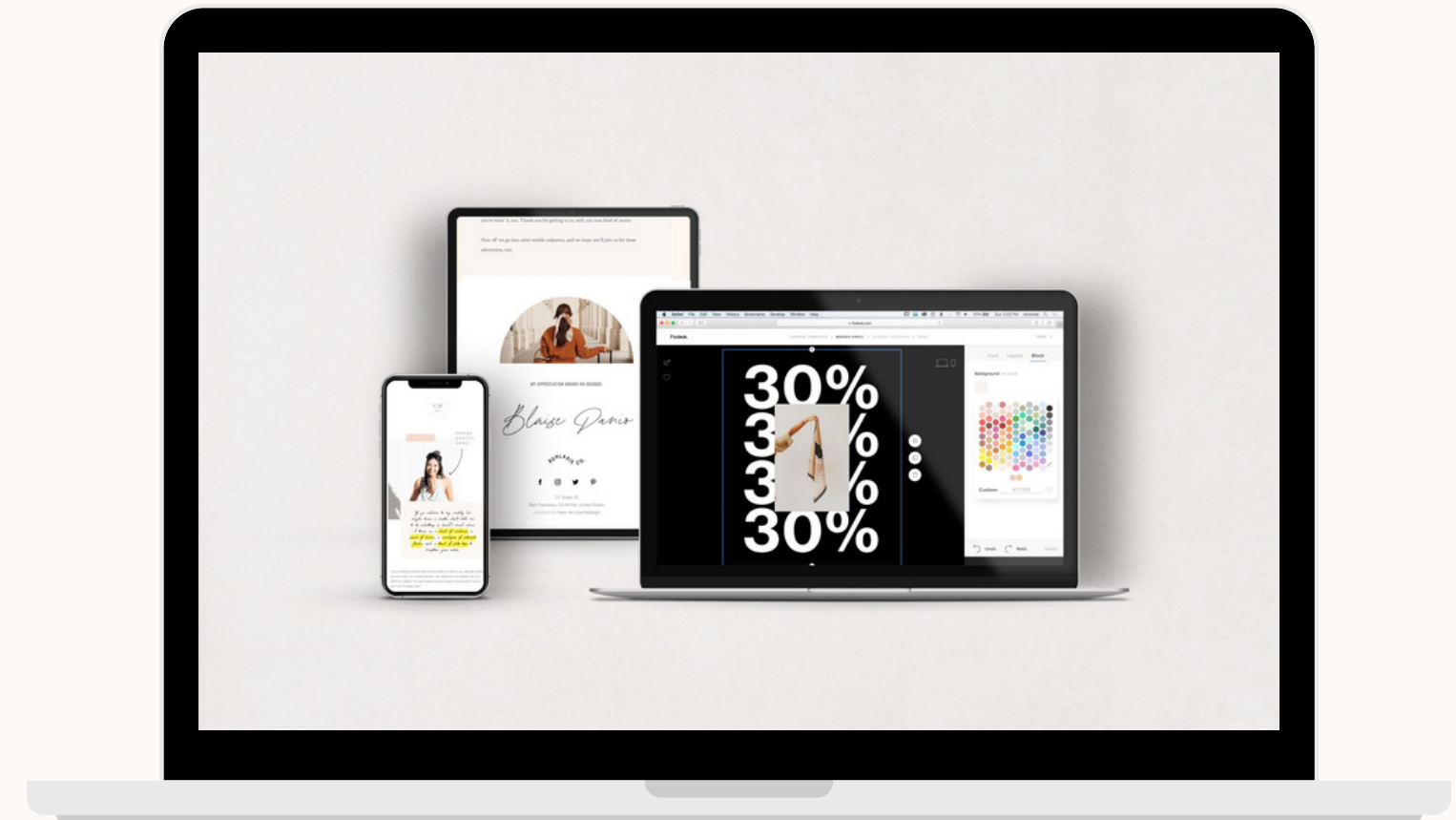
Offer/CTA

The final email should have a clear call to action that encourages the reader to take action and purchase your product or service. This can include limited-time offers, discounts, or other incentives to motivate the reader to buy. Lead with the result someone will get when they buy with you.

In the final email of your sequence, take the opportunity to reinforce your expertise and demonstrate how your offerings were tailored to address your audience's specific pain points.

CTA: Sign up now

# Creating your Email Sequence through Flodesk ~ Tutorial *(see masterclass video)*



# TIPS:



Remember to give value in your emails, build a relationship, and establish trust. This will make selling via email easier when you do have a promotion, launch, or offer for your audience.

Add in good calls to action. Encourage engagement on your emails (like a quick reply).

Add in subtle invites to buy from you - use your P.S!.

Serve and connect at least 80% of the time, and sell less than 20%.

Keep your sequence to 5 emails max.



Consistency is key!

Aim to send out a relevant, timely email to your list every week to keep them engaged. Your emails should be focused on providing value to your audience rather than promoting your products/services to them.

Aim for an 80/20 balance of value to promotion.

# TAKE ACTION

01

Write out  
YOUR GOAL  
for your email  
list

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02

Aim to have  
your new lead  
magnet done  
within 30 days

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03

Create your  
opt-in page  
and email  
sequence

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04

PROMOTE  
YOUR LEAD  
MAGNET  
EVERYWHERE!

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# GOLDEN BRANDS